

**A COMMUNICATION BY MAYOR KASIM REED APPOINTING MICHAEL GEISLER AS
CHIEF OPERATING OFFICER. (COUNCIL CONFIRMATION NOT REQUIRED)**

Workflow List:

Theresa Payne	Completed	07/22/2014 4:17 PM
Atlanta City Council	Completed	07/24/2014 12:27 PM
Finance/Executive Committee	Pending	
Vanessa Waldon	Pending	

HISTORY:

07/21/14 **Atlanta City Council**

Certified by Presiding Officer	Certified by Clerk

A COMMUNICATION BY MAYOR KASIM REED APPOINTING MICHAEL GEISLER AS CHIEF OPERATING OFFICER. (COUNCIL CONFIRMATION NOT REQUIRED)

July 18, 2014

The Honorable Caesar Mitchell, President
Members of Atlanta City Council
55 Trinity Avenue, SW Atlanta, Georgia 30035

Dear President Mitchell and Members of Council:

It is my pleasure to appoint Michael J. Geisler as Chief Operating Officer. Mr. Geisler graduated Magna Cum Laude from Loyola University in Chicago, IL and obtained a Master of Business Administration from Northwestern University -Kellogg School of Management - in Evanston, IL. He is licensed as a Certified Public Accountant and is a Chartered Global Management Accountant. Prior to joining the City of Atlanta Mr. Geisler held the position of Vice President and Chief Financial Officer with U.S. Security Associates Holding, Inc. in Atlanta, GA, BBA Aviation North America in Orlando, FL, and Johnson Controls World Services, Inc. in Cape Canaveral, FL. A strong background in strategic/tactical financial expertise combined with excellent business development, operations and P&L management skills contributed to him being a candidate of choice for placement within the City of Atlanta. Since joining the City in 2012 he has held the positions of Deputy Commissioner and CFO within the Department of Watershed Management and Interim Chief Operating Officer.

Ms. Geisler has served as Interim Chief Operating Officer since his appointment in February

2014. In this role he has been successful implementing my administration's key priorities and goals. Mr. Geisler led the development and passage of the 2014-2015 Budget and has actively managed all of the City's operating departments.

I am certain that Mr. Michael J. Geisler will serve the City of Atlanta with distinction, and I

respectfully urge your confirmation of this appointment.

14-C-5061
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Sincerely,

Kasim Reed

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OFFICE OF
MUNICIPAL CLERK

2014 JUL 18 PM 5:02

CITY OF ATLANTA

KASIM REED
MAYOR55 TRINITY AVENUE, S.W.
ATLANTA, GEORGIA 30303-0300
TEL (404) 330-6100

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I am certain that Mr. Michael J. Geisler will serve the City of Atlanta with distinction, and I respectfully urge your confirmation of this appointment.

Sincerely,

Kasim Reed

MICHAEL J. GEISLER

Atlanta, Georgia • (404) 330-6100 • MGeisler@AtlantaGa.Gov

SENIOR MANAGEMENT - OPERATIONS/FINANCE

Operational COO/CFO with strong leadership experience and a track record of dealing with complex issues in large organizations. Proven record of strategic, tactical/operational and financial expertise combined with excellent business development and fiscal management. Implemented risk-evolved teams to address a rapidly expanding portfolio of business requirements. Specific areas of expertise:

- COO Public Sector Operations
- Council/Board level collaboration
- Community Development
- Investor/Lender relationships
- Contract negotiations and management
- CFO Public/Private Sectors
- Strategic and operational planning
- Risk management
- Municipal Financing
- Capital Markets

PROFESSIONAL EXPERIENCE

CITY OF ATLANTA, GEORGIA

2012 - PRESENT

Interim Chief Operating Officer – Mayor’s Office

Feb 2014 – PRESENT

Responsible for policy direction and executive management of all operating departments: Aviation, Fire, Police, Corrections, Procurement, Information Technology, Human Resources, Parks, Recreation and Cultural Affairs, Planning and Community Development, Public Works, Watershed Management, Office of Contract Compliance, Office of Enterprise Asset Management, Office of Sustainability, Office of Program Management, Emergency Management Services and the external city agencies.

- Undertaking significant redevelopment/assessment of city assets including Underground Atlanta, the Civic Center and Turner Field.
- Working with the Mayor’s Commission on Waste and Efficiency to implement key Commission savings initiatives.
- Spearheading the city’s \$150 to \$250 million infrastructure bond offering.
- Oversight of city’s efforts to obtain ultra high speed, municipal fiber internet capabilities.
- Co-chairing Mayor’s Commission on Emergency Preparedness.
- Worked with City Council to pass a fiscally conservative, balanced budget for the fourth year in a row without a property tax increase.
- Worked with the Atlanta Fire Rescue Department to achieve assessing group’s recommendation for full, five-year departmental accreditation to be voted on by the accrediting board in August.

Deputy Commissioner and CFO – Department of Watershed Management

Oct 2012 – Feb 2014

Responsible for building and leading a high performance finance group that addressed not only financial but also operational and administrative issues associated with a major city enterprise fund.

- Instrumental in the City’s refinancing of more than \$500 million in DWM debt, resulting in annual savings of about \$12 million, and obtaining credit upgrades for the Department from the three major credit-rating agencies of Standard & Poor’s, Moody’s and Fitch.
- Completed small meter audit, extensive QA/QC and account reconciliation that established a 99% level of confidence that meters are correctly reporting consumption for billing purposes.

U.S SECURITY ASSOCIATES HOLDINGS, INC., Atlanta, GA

2006 – 2012

A leading Private Equity owned company with \$1.4 billion of annual revenues, providing uniformed and special event security, risk analysis, security consulting, and emergency response services. 46,000 employees. 160 branches.

VP Finance and CFO

Senior member of the executive management team working collaboratively with the Board and CEO to develop strategic initiatives, oversee the business development of the Company, and manage all finance and accounting activities of the business. Contributed savings of at least \$2 million “hard dollars” to the bottom line every year. Led the Company to be the low cost, high margin leader in the industry through excellence in operations.

- Set the financial management policies, procedures, and controls of the Company. Produce and certify the periodic financial statements, regulatory, and tax filings. Manage treasury, cash management, financial planning and budgeting activities.
- Effectively manage relations with the banking/financial community, investors, auditors, rating agencies and internal management.
- Mounted a sophisticated, seller-side campaign that attracted multiple strategic and financial buyers, culminating in the sale of the Company to Goldman Sachs in 2011 for over \$600 million. This generated an immediate 25 times payback for the Company’s previous owners.
- Successfully financed \$210 million (2006) and \$440 million (2011) to support Company initiatives. Identified and recruited the single largest participant in the 2011 senior debt offering representing \$70 million of the total.
- Optimized the Company’s insurance/risk management programs including: property and casualty, D&O, EPLI, and healthcare via negotiation of new premium structure and initiation of aggressive safety and claims management programs. Annual savings exceed \$2 million.
- Delivered savings of over \$3 million annually by initiating direct negotiations with “Big 3” automakers to procure fleet vehicles.
- Evaluated acquisition candidates and led due diligence that added over \$600 million in revenues in six years.
- Combined acquisition success and highly profitable organic growth to drive overall annual revenue from \$500 million (2006) to \$1.4 billion (2012).
- Led strategic development of a plan to minimize risk and impact of the Patient Protection and Affordable Care Act on the Company and its 46,000 employees avoiding a future, bottom-line impact in excess of \$90 million.

CARLSON GEISLER ASSOCIATES, INC., Atlanta, GA

2004 - 2006

Principal

Management consulting firm specializing in business strategy, financial planning and corporate governance; focused on business, commercial, and federal government services sectors. Consultant to major British corporation on its U.S. strategy for conducting planning, due diligence, and integration of successful acquisition.

ONESOURCE MANAGEMENT, Atlanta, GA

2002 - 2004

\$800-million+ division of \$2-billion British firm, Carlisle Holdings Limited, a global provider of facilities services.

Senior Vice President & Chief Financial Officer

Reported to Chief Executive Officer of this turnaround company and served as senior advisor. Envisioned and executed business plans that optimized current and future Company performance.

- Devised strategy to improve group’s efficiency and effectiveness. Recruited, mentored and led multi-functional management teams in support of rapidly growing organizations planning, control and systems requirements.
- Reorganized risk management and safety functions. Hired Vice President of Risk Management and National Safety Director to control costs that represented the Company’s single largest, non-payroll expense.
- Maximized short-term return on current assets by directing treasury and management of available cash.
- Reduced accounts receivable by over 30%, \$41 million, providing much needed funds for Company operations.
- Renegotiated vendor pricing for goods and services, achieving 10% reduction in vendor costs.

- Successfully closed down under-performing subsidiary of company with annual losses of approximately \$1.5 million, while avoiding forfeiture of over \$2 million of performance bonds

BBA AVIATION NORTH AMERICA, Orlando, FL

1998 - 2001

\$1-billion+ division of \$2.5-billion British firm BBA Group PLC, a world leader in global aviation services.

Vice President & Chief Financial Officer

Served on executive management team responsible for achieving operating, financial and new market growth goals of the British parent. Reported directly to CEO North American Operations.

- Directed divisional analyses supporting acquisitions representing over \$300 million of annual revenue. Installed highly skilled/motivated financial teams in less sophisticated operations of acquired companies.
- Drove successful fuel price hedging strategy in a period of rapidly rising fuel costs that provided significant competitive advantage to the company.

JOHNSON CONTROLS WORLD SERVICES, INC., Cape Canaveral, FL

1994 - 1998

Worldwide supplier of integrated facilities-management services with 16,000 employees and \$1.3 billion in sales.

Vice President - Finance & Chief Financial Officer

Reported functionally to vice president, finance for Johnson Controls Corporation, World Services' parent company; operationally to senior vice president, operations. Managed staff of approximately 100.

- In addition to commercial responsibilities maintained excellent working knowledge of U.S. Government contracting regulations, reporting requirements, and cost accounting standards (FAR and CAS).
- Held primary on-site responsibility for resolving government claims arising prior to Johnson Controls' acquisition of World Services business. Complicated legal and government regulatory issues involved could have impacted the company by more than \$100 million+ if not settled in its favor.

EARLIER EXPERIENCE

<i>BORG-WARNER SECURITY, INC.</i>	Controller	1989-1994
<i>AMERITECH, INC.</i>	Director Financial Systems	1985-1989
<i>PFIZER PHARMACEUTICALS</i>	Senior Financial Manager	1982-1984
<i>FMC CORPORATION</i>	Financial Manager	1976-1982
<i>PRICE WATERHOUSE</i>	Auditor	1973-1976

EDUCATION / CERTIFICATION / LICENSURE

M.B.A., Northwestern University, Kellogg School of Management, Evanston, IL, 1973

B.B.A., Loyola University of Chicago (Magna Cum Laude), Chicago, IL, 1972

Certified Public Accountant, 1972; Licensed, State of Illinois

Chartered Global Management Accountant

PROFESSIONAL AFFILIATIONS

American Institute of Certified Public Accountants, Illinois C.P.A. Society

COO's Organizational Chart

Mayor's Office - City of Atlanta

